



Cadillac Jack Showcases Significant New Products at G2E

New Multi-level Progressive, Dual Screen Cabinet, Latin-style Bingo, and a Variety of New Game Themes Launched in the Cadillac Jack Booth #2843

DULUTH, GA – November 12, 2007 - Cadillac Jack launches an impressive portfolio of new products and technologies during the 2007 Global Gaming Expo (G2E) in booth #2843 on November 13 - 15 in Las Vegas, Nevada. The Company's "Everything Matters" theme sets the stage to showcase its newest innovations including Mega Money Maker™, the company's unique new multi-level progressive concept, Cadillac Cash™ Wide Area Progressive, new Latin-style Bingo games and the company's newest game themes featuring SpeedPLAY™ and PlusPLAY™ technology.

Cadillac Jack's "Everything Matters" theme focuses on a customer-centric philosophy and demonstrates the company's attention to the operators' priorities and providing the right products and solutions to increase their business. Through innovation, performance and outstanding customer service, Cadillac Jack proves its commitment to serving its customers by understanding what matters to them.

"It has been a tremendous year for Cadillac Jack as we continue to experience significant growth as an organization. G2E provides an incredible stage for Cadillac Jack to showcase our impressive product line-up to a global audience," said Greg Gronau, Cadillac Jack's President. "Our Everything Matters theme personifies our commitment to understand and provide solutions which address what matters most to each of our customers."

Mega Money Maker™ – Multi-Level Progressive Hybrid featuring Mini Slots™

Mega Money Maker, Cadillac Jack's unique multi-level progressive takes center stage in the booth. Mega Money Maker features an exclusive combination of progressive jackpots linked together to create an entertaining and rewarding experience for the player. Each progressive



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level features an onscreen Mini Slots™ Bonus, generating excitement and increasing the player's interest with frequent hits on the progressive links.

Mega Money Maker debuts on Cadillac Jack's new Dual Screen Cabinet, elevating the gaming experience to new levels with its sleek ergonomic design and expanded field of play.

Cadillac Cash™ Wide Area Progressive

Cadillac Jack features its Wide Area Progressive product, Cadillac Cash™, along with the product's newest game theme created exclusively for the Wide Area Progressive link at G2E. Already a commercial success in US and international markets, the Cadillac Cash Wide Area Progressive features life changing jackpots with instant payouts and multiple game themes linked to a common jackpot.

The newest game theme, also coined Cadillac Cash, uses a two-tier bonus play in which the player is awarded both a credit multiplier and a random number of free spins. This 1950's themed game features the company's Anticipation Spin and SpeedPLAY™ and PlusPLAY™ technologies.

Cadillac Cash is demonstrated in both English and Spanish versions.

New Games

Cadillac Jack is showcasing an array of new titles for the Class III and Class II markets. Each game incorporates the company's distinctive SpeedPLAY™ and PlusPLAY™ technologies, enhancing the overall player experience with the latest bonus options, faster game play and intensified anticipation with every win. In addition, each game features the benefit of multi-denomination wagering and the latest innovations in graphics and sound.

New video reel themes on display in the booth are So Hot, Crazy Clowns, Viking Loot, Jazz Nights, Forgotten Fortunes, Piñata Party, Pirates Plunder, Special Delivery, Seven Heaven and Bayou Band.





International Products

Cadillac Jack's booth also features its newest Electronic Video Bingo games and its new series of Latin-style Bingo games for the Mexican market. The Company's Latin Bingo games allow players to experience the social and community aspects of electronic bingo through the use of exciting sounds and additional play features which allow for secondary wagering and the chance to hit a winning combination. A full range of Latin Bingo games are on display and include Premium Bingo, Bingo 9, Glow Ball Bingo, Turbo Max Bingo, Galactic Bingo and Medieval Bingo.

New Spanish language Electronic Video Bingo games on display, incorporating the company's distinctive SpeedPLAY™ and PlusPLAY™ technology, include Crazy Clowns, Seven Heaven, Super Tsunami, Jazz Nights, So Hot, and Viking Loot.

To get a first hand look at the newest products and technology from Cadillac Jack, visit Booth #2843 at G2E 2007.

About Cadillac Jack

Cadillac Jack is recognized as a leading developer of games and technology for the global gaming industry. As an established provider of Class II, Class III and Charitable gaming in the US, Cadillac Jack has also emerged as a principal leader in the growing Mexican gaming market. Cadillac Jack designs, develops and manufactures a full line of video and mechanical reel slots, wide area and multi-level progressives, Latin-style bingo games and bingo-based electronic card games. In addition to its North America headquarters, and sales and service locations, Cadillac Jack maintains international sales and service locations in Mexico City, Guadalajara and Sonora, Mexico. For more information about Cadillac Jack, please visit www.cadillacjack.com.

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